

Taste of America

Buying U.S. Products

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Go Organic!

Are you seeking organic foods and products for your market? [The Organic Trade Association \(OTA\)](#) can help!

OTA is the membership-based business association for the organic industry in North America. OTA's mission is to encourage global sustainability through promoting and protecting the growth of diverse organic trade.

One of OTA's business promotion activities is to develop international markets. This goal is accomplished through a variety of activities including the "All Things Organic" Trade Show, participation in trade shows outside the United States, a directory of U.S. organic product suppliers and other activities.



OTA's Online Export Directory, available in English, French, German, Japanese, Korean, and Spanish, can be used to search for U.S. exports of U.S. organic products. It is searchable by:

- Company Name
- Business Type, Location and Regions Served
- Agricultural Supplies and Services
- Food and Agricultural Products and Services
- Textiles and Organic Fiber Products and Services

Find the organic product you need at:

<http://www.usorganicproducts.com>.

U.S. Candy Trends Highlights: 2004-2005

- Candy remains a popular and delicious treat enjoyed by consumers of all ages. Candy sales were up slightly in 2003 verses the previous year.
- Candy is a food of celebration. For the past three years, seasonal confectionery has accounted for about 30 percent of annual candy sales. Expect candy manufacturers to introduce an even wider variety of seasonal candies this year. Candy sales increase more than 100 percent in the two weeks just before Halloween, Christmas and Easter.
- Diet candy – low-carbohydrate and sugar-free selections – are experiencing strong growth. Sales have increased more than 90 percent over the past 12 months ending April 18, 2004 as consumers seek a broader variety of candy treats to fit their lifestyles. The diet segment of the candy category represents about 3 percent of overall candy sales.
- Sales of sugar-free gum are up 11 percent for the 52-week period ending April 18, 2004 while sales of gum containing sugar are down for the same period.
- Portion sizes of candy offer consumers variety. Manufacturers continue to introduce more bite-size candies allowing consumers to eat a little at a time. Several new chocolate bars are made with sections that break off easily so the consumer can eat a piece or two and save the rest or share the treat with others.

Source: National Confectioners Association.

<http://www.candyusa.org>.



Upcoming International Trade Shows

Looking for quality U.S. food and agricultural products? Visit the U.S.A. Pavilion or American Café at these upcoming international trade shows!

For more information on these shows, to find other shows with U.S. participation, or to learn more about "American Café" and trade missions, visit the FAS International Trade Show search engine at:

<http://www.fas.usda.gov/scripts/agexport/EventQuery.asp>.

Hi Japan	October 5-7	Tokyo, Japan
SIAL Paris	October 17-21	Paris, France
Health Ingredients Europe	November 16-18	Amsterdam, The Netherlands
Americas Food and Beverage	December 2-3	Miami, FL, U.S.

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Mixed Containers: Solutions From US Full-Line Suppliers

Need a full-line supplier who is able to provide mixed containers of groceries and/or food service products?

The USDA-FAS [Export Directory of U.S. Food Distribution Companies](#) is the perfect solution to find a U.S. exporter who can meet a range of needs!

Product areas included in the directory are:

- Beverages
- Dairy Products and Eggs
- Fish and Seafood Products
- Frozen Products
- Fruit Products
- Grocery Products
- Ingredients
- Meat and Poultry Products
- Pasta and Bakery Products
- Perishables
- Snack Foods
- Specialty Foods
- Vegetable Products

The directory notes if a company's product range includes organic, kosher, halal, food service products, pet food, alcoholic beverages and non-food grocery items (such as plastic wrap, paper products).



In addition, the directory also indicates if a company offers services such as private labeling, local language labeling, pack date/expiration labeling, product reformulation and financing.

The Export Directory of U.S. Food Distribution Companies is available online as a Word and .pdf document. A new feature is a searchable database that allows buyers to easily find the supplier who is able to meet their specific needs.

To download a directory or to use the search function, visit <http://www.fas.usda.gov/agx/Buying/Directories.htm>.

Helpful Hint

What can FAS overseas offices do for me?

FAS overseas offices offer information on U.S. food, farm, seafood and forest products such as helping you find a U.S. product or supplier to meet your needs. They also organize pavilions at trade shows, promotional events such as showcase and sample shows and trade seminars. Some offices offer periodic newsletters. To find out what services are offered, contact your [local FAS overseas office](#).

American Beers Compliment Many Meals: The Great American Beer Festival

Do beer characteristics enhance or compliment food flavors as wine characters do? Yes! Beer lifts spices and captures the powerful or subtle flavor in food.



The complexity of beer flavors covers a far broader range than any other beverage. There is the perfect beer to go with any food.

Everyone knows that beer goes great with pizza and spicy foods, but when you try a smoked porter beer with a great steak, for example, you'll know that beer is the perfect compliment.

The Association of Brewers (AOB) seeks to make quality beer and brewing knowledge accessible to all. One of the ways this is accomplished is by organizing the Great American Beer Festival, the American brewing industry's top public tasting and competition.

According to the Guinness Book of World Records®, there is no other place on earth where a beer aficionado can find more beers on tap!



Last year more than 23,000 beer enthusiasts from Colorado, the United States and around the world attended the Great American Beer Festival. Tasting sessions offer attendees the opportunity to tour America's brewing landscape—one ounce at a time—by sampling more than 1,600 different beers from 320 of America's finest breweries.

More information about the Association of Brewers and the Great American Beer Festival, visit <http://www.beertown.org>.

For More Information On Buying U.S. Products Contact:

- Your [local FAS overseas office](#) or
- AgExport Services Division, USDA-FAS, Washington, DC. (202) 690-3576. agexport@fas.usda.gov.



Taste of America, a quarterly on-line publication of USDA-FAS-AgExport Services Division (AGX), provides international buyers with news and information about U.S. food and agriculture products, companies and associations.



AGX seeks to increase the sales of U.S. food, farm, seafood, and forest products to overseas markets by linking U.S. exporters with international buyers. For more information on these services visit <http://www.fas.usda.gov/buying.html>.